
**Proposed
New Labelling
Requirements
for Tobacco Products**

Consultation Paper

Canada

PM3001242740

Proposed New Labeling Requirements

...For cigarettes, cigarette tobacco, tobacco sticks, leaf tobacco, cigars, pipe tobacco, kreteks and bidis, the following six toxic emissions would be displayed:

- CARBON MONOXIDE
- TAR
- NICOTINE
- NITROSAMINES
- HYDROGEN CYANIDE
- 4-AMINOBIPHENYL

For smokeless tobacco, the following toxic constituents would be displayed:

- NICOTINE
- NITROSAMINES

In addition, the information provided on the labels would include an explanatory phrase about one (or more) of these substances, as follows:

**CARBON MONOXIDE IS A COLOURLESS, ODOURLESS, POISONOUS GAS
ALSO FOUND IN AUTOMOBILE EXHAUST**

**CANCER-CAUSING TAR IS A STICKY, BLACK RESIDUE THAT CONTAINS
HUNDREDS OF CHEMICALS**

NICOTINE IS THE ACTIVE DRUG IN TOBACCO AND IS ADDICTIVE

→ **NITROSAMINES CAUSE CANCER. THEY ARE THE MOST ACTIVE CANCER-
CAUSING AGENT IN TOBACCO**

**EXPOSURE TO HYDROGEN CYANIDE CAN LEAD TO HEADACHES,
DIZZINESS, NAUSEA, VOMITING AND DEATH**

**EARLY PUBLIC REACTION BY LEADING HEALTH CARE
AND CONSUMER ADVOCATES TO STAR SCIENTIFIC'S
PROPRIETARY PROCESS FOR PRECLUDING FORMATION OF
TSNA'S**



**Public Reaction by Leading Health and Consumer Advocates
to Star Scientific's Proprietary Process for Eliminating
TSNAs.**

- If the research proves Star can eliminate many cancer-causing agents in tobacco smoke, Slade said, "It will likely make a public health contribution."
 - Dr. John Slade, Richmond Times Dispatch, Oct. 15, 1997.
- "They have a process that appears to me should result in really low, if not absent, [amounts] of tobacco-related nitrosamines."
 - Dr. Dietrich Hoffman, Progress Index, Oct. 14, 1997.

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Public Reaction by Leading Health and Consumer Advocates to Star Scientific's Proprietary Process for Eliminating TSNAs.



- “They’ve taken what to me appears to be an ethical public health approach,” said Jack E. Henningfield, a prominent nicotine researcher who worked at the National Institute on Drug Abuse, a federal agency, for many years. With FDA encouragement, Henningfield’s Bethesda consulting firm, Pinney Associates, has agreed to provide “guidance” to Star Tobacco without compensation, he said.
 - Dr. Jack E. Henningfield, Baltimore Sun, October 15, 1997
- “Star’s willingness to go before the FDA shows promising signs.”
 - Professor John Banzhaf III, Progress Index, November 11, 1997



Star still isn't satisfied!

- **We are looking at ways in which we could remove or reduce other toxins in tobacco smoke.**



Perhaps, Star is a Maverick Company?

- Star wants FDA regulation
- Star acknowledges smoked tobacco health hazards.
- Star did not sign the MSA
 - (Star has no history of minimizing health risks)